WHAT IS CLAIMED IS:

1. A method for facilitating information interexchange within a communications network, said method comprising the steps of:

polling, by a Business-to-business (B2B) engine, a communications node serving a communications device within said communications network;

receiving, by said B2B engine in response to said step of polling, real-time information relating to said communications device; and

providing, by a subscriber service means in communication with said B2B engine in response to said step of receiving, data to said communications device, said data providing a subscriber service to said communications device.

2. The method according to claim 1, wherein said polling step further comprises the steps of:

selectively polling said communications node serving said communications device; and

requesting said communications node to report selected information associated with said communications device.

3. The method according to claim 1, wherein said polling step comprises polling said communications node at periodic intervals.

4. The method according to claim 1, further comprising the step of:

updating, within a database associated with said B2B engine, information related to said received real-time information.

5. The method according to claim 4, wherein said updating step comprises the steps of:

validating an event related to said real-time information; and

storing the validated event in said database.

6. The method according to claim 1, wherein said real-time information indicates the location of said communications device within said communications network.

7. The method according to claim 1, wherein said real-time information is selected from the group consisting of: a communications device "on" indication, a communications device "off" indication, location area information, cell global identity information, and cell routing area information.

8. The method according to claim 1, wherein said communications device is selected from the group consisting of: a mobile station, a personal data assistant (PDA) device, and a mobile computing device.

9. A system for facilitating information interexchange within a communication network, said system comprising:

a communications node within said communications network, said communications node serving a communications device;

polling means for polling said communications node;

receiving means for receiving a response to said polling by said polling means, said response comprising real-time information relating to said communications device; and

subscriber service means for providing, in response to receiving said real-time information by said receiving means, a subscriber service to said communications device.

10. The system according to claim 9, wherein said

subscriber service means comprises an application module residing within said communications network.

11. The system according to claim 9, wherein said polling means comprises:

selectively polling means for selectively polling said communications node serving said communications device; and

requesting means for requesting said communications node to report selected status information of said communications device.

12. The system according to claim 9, wherein said polling means requests real-time information related to said communications device, said communications device being registered to receive content from a content provider.

13. The system according to claim 9, wherein said polling means polls said communications node at periodic intervals.

14. The system according to claim 9, further comprising an updating means for updating, in a database, information related to said received real-time information.

15. The system according to claim 14, wherein said updating means further comprises:

validating means for validating an event related to said real-time information for a subscriber associated with said communications device; and

storing means for storing said validated event in said database.

16. The system according to claim 9, wherein said real-time information indicates the location of said communications device within said communications network.

17. The system according to claim 9, wherein said real-time information is selected from the group consisting of: location area information, routing area information, a communications device "on" indication, a communications

device "off" indication and communications device local cell global identity information.

18. The system according to claim 9, wherein said communications device is selected from the group consisting of: a mobile station, a personal data assistant (PDA) device, and a mobile computing device.

19. A method for facilitating information interexchange between a telecommunications network serving a wireless communications device and an information service provider, said method comprising the steps of:

polling a telecommunication node associated with said telecommunications network serving said wireless communications device;

receiving, in response to said step of polling, real-time information associated with said wireless communications device from said telecommunications node; and

providing the received real-time information to said information service provider, causing said information service provider to provide a service for a subscriber associated with said wireless communication device.

20. The method according to claim 19, wherein said step of polling further comprises the step of:

selectively polling said telecommunications node of said telecommunications network and requesting polled real-time information.

21. The method according to claim 19, wherein said step of polling further comprises the step of:

providing identity information associated with said wireless communications device to said telecommunications node.

22. The method according to claim 19, wherein said step of polling further comprises the step of:

polling said telecommunications node at periodic

intervals.

23. The method according to claim 19, wherein said real-time information comprises location information associated with said wireless communications device.

24. The method according to claim 19, wherein said real-time information comprises an ON/OFF status indication for said wireless communications device.

25. A system for facilitating information interexchange between a telecommunications network serving a wireless communications device and an information service provider, said system comprising:

polling means for polling a telecommunication node associated with said telecommunications network, said telecommunications node serving said wireless communications device;

receiving means for receiving, in response to said polling by said polling means, real-time information associated with said wireless communications device from said telecommunications node; and

providing means for providing the received real-time information to said information service provider, causing said information service provider to provide a service for a subscriber associated with said wireless communication device.

26. The system according to claim 25, wherein said polling means further comprises:

selectively polling means for selectively polling said telecommunications node of said telecommunications network and requesting polled real-time information.

27. The system according to claim 25, wherein said polling means further comprises:

providing means for providing identity information associated with said wireless communications device to said telecommunications node.

28. The system according to claim 25, wherein said polling means further comprises:

polling means for polling said telecommunications node at periodic intervals.

29. The system according to claim 25, wherein said real-time information comprises location information associated with said wireless communications device.

30. The system according to claim 25, wherein said real-time information comprises an ON/OFF status indication for said wireless communications device.